



Research Article

INFLUENCE OF SOCIAL MEDIA ON SUBSEQUENTLY CHANGING BEHAVIOUR IN YOUTH AND EFFECT OF SAME ON MENTAL HEALTH.

Ashish Kumar Mittal

Associate Professor Dept. of Psychiatry Krishna Mohan Medical College and Hospital Pali Dungra, Sonkh Road Mathura

Received 03 May 2018; Accepted 13 June. 2018

ABSTRACT

Introduction: Social media has become an integrated part of daily life, with an estimated 3 billion social media users worldwide. Adolescents and young adults are the most active users of social media. Research on social media has grown rapidly, with the potential association of social media use and mental health and well-being becoming a polarized and much-studied subject. The current body of knowledge on this theme is complex and difficult-to-follow. The current paper presents a scoping review of the published literature in the research field of social media use and its association with mental health and well-being among adolescents.

Material and Method: The present study was conducted in Tertiary care hospital of north India. The goal of this quantitative correlation study was to assess the relationship between social media usage and perceived mental health issues among college students, which has been accomplished through the distribution of a survey to students. The technique used to study the impact of social media on youth was normative survey approach and its statistical evaluation which is a common technique to represent whole population. A selected age group of people from 15-18 years and 18- 25 years were choosing for analysis. The data was also separated on to the basis of gender where around girl: boy was obtained as 40:60 ratio.

CONCLUSION: Social media is one of the quickest modes of communication, and it has a significant impact on the personal lifestyles of today's youth. Though it has widespread popularity among young people, it also has some negative consequences, including concerns about privacy. Relying solely on social media reduces face-to-face communication and instead promotes cyber communication.

KEYWORD: social media, mental health

INTRODUCTION:

Social media makes a significant contribution in a daily life style as it holds a group of people together to interact and exchange messages, knowledge and other entertainment techniques. Some of the broadly used application as Whatsapp, Instagram, Twitter, Youtube and etc. holds a strong part as daily updation of surrounding life. The innovations and upgrading technologies hold a strong influence in daily culture of youth. Social networking is accepted as a part of daily life style by youth to become more socially capable. With additional scope for advancements social media, is still a very brilliant an innovative idea. Many organizations are using social media to promote their products and

establish their brand. Due to social media platforms like facebook and instagram, companies have access to user's interest which they use in targeting their potential customers. Negative side of social media platform having users complete personal information can also be seen in many cases. Increasing technology has made it sure to secure a separate time, space and emotions in human brain. Social media has put together both positive and negative effect on separate young personnel, depending upon the exploited use.¹ As there are many other studies conducted related to the changing behaviour of young adults, these studies have often had inconsistent results, with modest negative, small

positive, or no effects of social media usage on various markers of well-being, such as life satisfaction and psychological distress.ⁱⁱ The unrestricted use of web has allowed every young blood to browse, comment, materialize, and express their feeling from behind the screen. Youth feel free to share their part of information without being present physically in the same group of humans. Free speech has provoked a different confidence in young generation to speak without hesitation whereas also negatively increased cyber-bullying. Millions of net users invest their leisure and work time in surfing through various sites scrolling down in search of information, entertainment and forwarding messages for the purpose of passing information.ⁱⁱⁱ

As coin tossed, social media can alternatively change the positive effect to the dark side of web world. Freedom of use of social media in every possible way also carries deceptive post, negative messages, conflicting views related to religion and politics which somehow becomes a reason of deteriorating relations among community. Youngsters immaturely follow the trends of web and fall victim to cyber bullying. More than 10% of teens have been allegedly reported as victims of cyber bullying. Even the photographs posted on social media can make anxious about their looks. Competing with the social media fad, teens tend to push their limits including unhealthy practices and wasting money on appearances.

While FOMO has existed far longer than social media, sites like Facebook and Instagram appear to exacerbate feelings that others are having more fun or living better lives than you. The feeling that you're missing out on certain things can lower your self-esteem, cause anxiety, and drive you to use social media even more. FOMO can drive you to pick up your phone every few minutes to check for updates, or to respond compulsively to each and every alert—even if it means risking your life while driving, missing out on sleep, or prioritising social media interaction over real-world relationships.^{iv}

The study focuses on the impact of overuse social media in youth and with their changing behaviour due to influence of social fictional and non-fictional drama.

Poor mental health remains a serious, albeit largely unmentioned, public health concern.

Poor mental health, such as depression, anxiety, panic disorders, agoraphobia, and PTSD, as well as psychological disorder, such as schizophrenia and bipolar disorder, continue to deprive society of the productive work and lives of countless people.

There has been a debatable point on negative and positive effect of social media on mental health, whereas most study discuss that use of social sites for longer period of time can certainly show negative signs and symptoms of depression, stress, and loneliness in youth.^(v, vi)

Objectives of study

- The purpose of study on- 'Influence of social media on subsequently changing behaviour in youth and effect of same on mental health' is to evaluate the positive and negative impacts of social media on teens and youth mental health and to provide solution for a safe social media future.
- This scoping article presents an overview of the main research questions that have been addressed in relation to youth social media use and mental health and well-being.
- Another aim of study was to enhance society by advancing knowledge through scientific theories concepts and ideas.

Material and Method

The present study was conducted in Tertiary care hospital of north India. The goal of this quantitative correlation study was to assess the relationship between social media usage and perceived mental health issues among college students, which has been accomplished through the distribution of a survey to students. The technique used to study the impact of social media on youth was normative survey approach and its statistical evaluation which is a common technique to represent whole population.

The survey was conducted in a mixed method where the questioner was posed in an open manner.

The study was conducted along with the group of secondary high school students from North India. The sample size was targeted to collect 100

student data in an open pattern. We invited the young's from 3 different classrooms which fulfilled the criteria of study.

A selected age group of people from 15-18 years and 18- 25 years were choosing for analysis. The data was also separated on to the basis of gender where around girl:boy was obtained as 40:60 ratio. All of the consents were obtained by prior information to students, faculty of school and parents.

Inclusion

The college students were included which fitted to the criteria of age group decided for the study. Depending upon the personnel interest of these students, most students volunteered themselves to complete the consent form and survey.

Exclusion

The students who were not willing to submit their consent were excluded from the survey.

Observation and result

Before conducting the final analysis for the survey, validation check was conducted which aimed that only those participants were considered who filled more than 50% of the consent form. Among the survey, most of the students fulfilled the criteria of validation and so all 100 forms were included in the study with no exclusion.

According to the framework, the study's goal is to examine the impact of social media on teenagers, which includes a discussion and measurement of numerous elements such as access, usage, and effects in the form of a matrix.

Table 1:

Sr. no	Socio demographic profile		Total
	Gender	Male	60
		Female	40
	Age	15-18	45
		18-25	55
	Education	UG	75
		PG	25
	Total		100

The socio demographic conditions play an important and easy role to find results to such analysis. Socio-demographic profiles involve nothing but variables as age, gender, income, education, working patterns, etc. As per the above mentioned table, following the number of respondents in the survey.

Table 2:

Sr. no	Access on social sites		Total
	Social site	Whatsapp	40
		Facebook	15
		Instagram	35
		Twitter	7
		Not at all	03
	Total		100
	Invested time	Complete day	30
		After working hours	40
		After midnight	20
		Not at all	10
	Total		100
	Online entertainment sites	Netflix	30
		Amazon prime	15
		Hotstar	10
		Not at all	45
	Total		100

Out of 100 respondents, the analysis showed the result that more than 40% of youth uses whatsapp on daily basis as a mode of conversation where as Instagram has 35% of young users on daily basis. Very few of the group were seemed to have less interested in social networking communication sites.

The amount of time invested in these sites were monitored by their recent views, story updates and self assessment which proved out from the final result that around 30% of the participants use these sites on every short interval while as most of them use it after college working hours. As a curious point, most young were found to invest their sleeping time in such sites even after midnight.

Now a days most of the entertainment sources have got on to OTT paid platforms as Netflix, amazon, etc which in the survey gave a result that out of 100, 55% percent of the youth spend their time in watching series and movies in their smart phones while as other 45% seem to use other entertainment provisions.

Most of the users agreed at the end of the survey that they invested more time in their smart phones using social sites and online entertainment modes instead of spending social time with friends and family.

Discussion

Social media has both positive and negative effects; while it is largely regarded as a technological improvement for spreading information from one person to another, it also has negative consequences. Youth are not spending time with their parents and family members, which is a negative impact of social media.

They always distance themselves from their families and concentrate solely on social media. Most of the younger age group have agreed to the point of detachment from their family because of overuse of social sites, online texting and strong attachment towards online friends than social ones. Most of these have presented point as to share their problems online is much easier than that of sharing with their parents which has also led to distancing relation between the folks and youth.

Social media has made a positive impact in upgrading technologies and have made life easier

in many ways but on a contrary it has influenced a negative impact on most of the young adolescent generation these years. The research regarding threats of social media on mental health is still a debatable study area but the risk should be carefully considered as a serious upcoming issue.^{vii}

Looking at the present conditions, it would be immature if ignored the fact that social media is overtaking most of the human brains and negatively affecting towards depression, stress, psychiatric disorder, etc.

Out of the most studies conducted on changing behaviour of youth, social media has also stood as a affecting pillar to their mental health. Anxiety and depression are the most common outcomes out of all. Fear of losing behind from the trending world leads to regular check for new feeds, new trends in short intervals leading to spend more time on these sites. On the other hand, depression is also an unintended fault of overuse of social sites. In the new studies, over use of online texting sites, negatively entertaining media, online games can also led to depression in youth.^{viii}

Another study found a link between depression and adolescent Facebook usage^{ix}. More importantly, symptoms of suicidal ideation were discovered in people who spent the majority of their time online and performing image management on social networking sites.

Conclusion

Social media is one of the quickest modes of communication, and it has a significant impact on the personal lifestyles of today's youth. Though it has widespread popularity among young people, it also has some negative consequences, including concerns about privacy. Relying solely on social media reduces face-to-face communication and instead promotes cyber communication.

Anxiety and depression were found to have a weak positive correlation with social media usage. The study hypothesized that the link between social media usage and negative mental health symptoms is caused by constant comparison and the perception that everyone else is doing better than oneself.

Social media has mostly affected more to college and high school students than to other generation and as a result of which most number of cyber

crime, suicidality cases related to social media affect youth and younger generation. As the increasing cases of such disturbing mental health in youth, some of the issues should be discussed before these social sites consume oneself. How much of information is to be shared on such media platform? How to keep ones personal information secret? How much of time to be invested and wasted on such platforms? etc. are such points to be understood before falling prey to such visual predators.

References:

¹ Johnston, K., Tanner, M., Lalla, N., & Kawalski, D. (2010). Social capital: The benefit of Facebook 'friends'. *Behaviour & Information Technology*, 32(1), 24-36. Retrieved from <http://dx.doi.org/10.1080/0144929X.2010.550063>

¹ⁱ Beyens, I., Pouwels, J.L., van Driel, I.I. *et al.* The effect of social media on well-being differs from adolescent to adolescent. *Sci Rep* 10, 10763 (2020).

<https://doi.org/10.1038/s41598-020-67727-7>

¹ⁱⁱ Nie, N. H. & Hillygus, D. S. (2002). The impact of internet use on sociability: Time-diary findings. *IT & Society*, 1, 1 – 20

^{1v} Koehler, Sarah Nichole and Parrell, Bobbie Rose, "THE IMPACT OF SOCIAL MEDIA ON MENTAL HEALTH: A MIXED-METHODS RESEARCH OF SERVICE PROVIDERS' AWARENESS" (2020). Electronic Theses, Projects, and Dissertations. 1012. <https://scholarworks.lib.csusb.edu/etd/1012>

^v Karim, F., Oyewande, A. A., Abdalla, L. F., Chaudhry Ehsanullah, R., & Khan, S. (2020). Social Media Use and Its Connection to Mental

Health: A Systematic Review. *Cureus*, 12(6), e8627. <https://doi.org/10.7759/cureus.8627>

^{v1} Social media use and mental health among young adults. Berryman C, Ferguson C, Negy C. *Psychiatr Q*. 2018;89:307–314. [PubMed] [Google Scholar]

^{vii} Naslund, J.A., Bondre, A., Torous, J. *et al.* Social Media and Mental Health: Benefits, Risks, and Opportunities for Research and Practice. *J. technol. behav. sci.* 5, 245–257 (2020). <https://doi.org/10.1007/s41347-020-00134-x>

^{viii} Potential of social media in promoting mental health in adolescents. O'Reilly M, Dogra N, Hughes J, Reilly P, George R, Whiteman N. <https://www.ncbi.nlm.nih.gov/pubmed/30060043> *Health Promot Int*. 2018;34:981–991. [PMC free article] [PubMed] [Google Scholar]

^{ix} Using digital and social media for health promotion: a social marketing approach for addressing co-morbid physical and mental health. Mehmet M, Roberts R, Nayeem T. *Aust J Rural Health*. 2020;1:1–10. [PubMed] [Google Scholar]

^x Scott, E.S., Canivet, C. & Östergren, PO. Investigating the effect of social networking site use on mental health in an 18–34 year-old general population; a cross-sectional study using the 2016 Scania Public Health Survey. *BMC Public Health* 20, 1753 (2020). <https://doi.org/10.1186/s12889-020-09732-z>